

BUSINESS AS USUAL AFTER MELBOURNE FIRE

Fire swept through the second floor of Digital's Melbourne office (MEO) at 8pm on the night of July 5, leaving about one-third of the floor unusable. Due to a tremendous effort by the MEO Digits, however, it was business as usual (almost) by 7am the next day.

The fire, believed to have started as a result of an electrical short, was first noticed by Andrew Shimmin, who was one of eight people working late at the office. The fire originated in and around the desks of the Customer Response Representatives.

The Fire Brigade was notified, the computer room shut down, and the building evacuated. Janine Thunder and Heather Saunders checked the building for other people, and everyone was accounted for. The Fire Brigade, located only one and a half kilometres away, extinguished the fire with a minimum of water damage, which was nonetheless fairly extensive.

Flames had made unusable about 9,000 square feet of the first floor of the 40,000 square foot, two-storey building. Twenty offices had been made unusable, and smoke had damaged about one-fourth of the building. False ceilings had collapsed and windows were blown out. Damage has been estimated at \$A200,000 to Digital's property.

When the smoke had cleared, the MEO Digits rolled up their sleeves and went to work getting the office up and running again.

Mop-Up

Neil Blythman, Fleet Manager and acting Facilities Manager, took charge and co-ordinated the mop-up operation. He contacted Telecom, the security service, the glaziers, the electrical and air conditioning contractors, and co-ordinated their work. Neil worked straight through that night and into the next evening - 24 hours straight - to get the office on its feet again.

Malcolm Harrild, Facilities Planner/Designer, reported only hours after the fire, 'Neil has had the situation under control from the moment that the area was handed back to him by the emergency services. He is doing an excellent job.'

Meanwhile other Digits were working through the night to put the computer system back into working order. Computer



MELTDOWN: Bob Sproul, Material Planning Manager at the remains of the desk of Jane Voots, Customer Response Rep.

Operator Damian Kenealy and Business Development Specialist David Philipsen had the computer room running in two hours.

Mark Hutchings from MIS worked with FS Engineers Bambos Haralambous, Terry Jones and Chris Russel, got the Ethernet backbone up by 7am and, with the terminals loaned from David Philipsen of the Computer Management Group, the computer system was operational within 24 hours.

Once the Ethernet backbone was operational, the call handling system was available within a half hour (7:30am), ready for business the first thing in the morning.

Colin Kidd, SD Sales Manager, said of the efforts of the MEO Digits, 'I greatly appreciate the efforts of those who worked tirelessly to get the office running in such a short time. Through this we have again realised than an

KEN OLSEN VISIT-PULLOUT FEATURE

Last month we reported the upcoming visit to SPR of Digital's President and founder, Ken Olsen.

Included in this issue is a special insert feature of the man cited by *Fortune* magazine as 'the most successful entrepreneur in the history of American business': his background, interests, philosophy and details of his upcoming visit to SPR. ●

DIGITAL WINS THROUGH PEOPLE

Berger and British Paints (BJN Holdings), based in Sydney, have recently renewed significant hardware maintenance contracts – even though another supplier had offered a lower price.

Another reputable hardware maintenance supplier had proposed a price that was only 65 % of that which Digital was prepared to offer. Due to a cost reduction programme throughout the company, the BJN board of directors was primarily interested in the bottom line price, but Berger & British Paints' Operations Manager at the time, Mr Peter Madden, was so pleased with the level of service he had been receiving from Digital that he was prepared to put forward his case to remain with a proven maintenance supplier.

To be particularly commended on their excellent service and teamwork are Site Engineers Guy Parsons and Peter Papaioannou, and Service Delivery Manager George Healey (STL).

While Berger and British Paints' DP management were well aware of the imminent change of site engineer to Dimitris Daviskas and Service Delivery Manager to Jude Jacobs (SNE), they trust in Digital and its people

and are confident that the high standard of service will continue.

Larry Czarnik, FS Account Manager (SNM), was responsible for winning the contract in the face of cut-throat competition. Larry worked hard to obtain what he calls 'creative pricing', evaluating all of the options in detail.

In order to keep Digital's price to a minimum, a new standard offering called DECall was proposed and well received by Berger. DECall keeps the monthly maintenance charge on terminals and printers to a minimum, with additional cost incurred only when a call is logged. This is one of the largest DECall contracts, with over 80 of the 120 terminals and printers now maintained under the fixed price-per-call repair charges.

The other Digits who deserve commendation for their efforts are Contract Administrators Judy Mason, Brie Weissner and Joanne Burck (STL), and Craig Peterson from the Business Group.

Larry Czarnik said that the most rewarding part of the contract was that, 'It was won in a straightforward and people-oriented manner. This substantial renewal contract demonstrates that teamwork is alive and well within Digital.' ●

MEO FIRE

(from page 1)



MEO DIGITS WORKING in makeshift conditions, with cables strung from the ceiling to keep them out of the way.

important way to support the customer is to support each other.'

Until repairs are completed, the MEO Digits are making do in makeshift conditions – three people are using the conference room as an office. It will be weeks, perhaps months, before MEO is 'back to normal' but, thanks to the tremendous effort of our people who responded to the call to duty, it's 'business as usual' at MEO. ●

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Deadline for contributions to the October issue is 31 August 1988.



'Run for your lives! The laser printer is malfunctioning again!'

Customer Training Feature

TURNING POTENTIAL INTO PERFORMANCE



DIGITAL'S NEW CUSTOMER Training Centre in Milsons Point (SMP), Sydney, reflects the company's 35% annual growth in customer training.

Our Customer Training group brings knowledge and skill to thousands of customers every year – customers with many different needs – who have invested in our equipment and want to get the most out of it.

The importance Digital attaches to training is reflected in its growing number of Training Centres: in Melbourne, Canberra, Adelaide and Sydney. Courses are also regularly scheduled in Perth, Hobart and Brisbane. In New Zealand, Auckland has had a Centre for several years, Wellington's Centre opened late in 1987, and courses are regularly offered in Christchurch. Courses have even been run in Papua New Guinea.

Colin Lathwell, Educational Services Business and Operations Manager, said, 'Customer Training is one of the smallest groups in the whole organisation, and yet it is essential to our business, because the educational services we offer are such a large part of customer satisfaction.'

Range of Instruction Methods

Customer Training offers two basic methods of education: Self-Paced Instruction courses and Instructor-Led Training.

Instructor-Led Training consists of lecture/laboratory courses offered at Digital's Training Centres. These courses involve 50% lecturing and 50% hands-on training, with equipment available for individual use by each student.

As an alternative for organisations which need to train large numbers of staff, all instructor-led courses are available at



Colin Lathwell, Edu Services Business and Operations Manager: 'The group has a very good reputation and I think that reflects back on the expertise of our instructors and course designers.'

a customer's premises. Courses tailored to a customer's specific requirements are also conducted at Digital's Training Centres.

Customer Training ... is essential to our business, because the educational services we offer are such a large part of customer satisfaction.'

– Colin Lathwell



JOHN DAVIDSON, Edu Services Marketing and Operations Manager: 'Customers are looking for a comprehensive, flexible training solution with a single contact point.'

Self-paced Instruction Courses are packaged courseware which students work on their own machine, at their own site, at their own pace. Formats offered include:

- self-paced Text-Based Instruction (TBI) – Computer-Based Instruction (CBI)
- video based instruction, combining video, graphics and text.

The Customer Training group conducts a regular series of seminars, in which topical subjects are addressed by leading computer industry professionals.

Choosing the Right Course

To provide a clear path through the maze of courses offered, the group publishes an annual digest which lists courses, schedules, and gives general information on course offerings. A Customer Training Support Desk is also available.

The curriculum is not static. Edu Services is moving with changes in technology and customer requirements, and is addressing such areas as: customised training solutions, training consultancy, training needs analysis and CBI development.

John Davidson, Edu Services Marketing & Business Development Manager, explained, 'We are also moving into areas of third party training, such as 20/20 and project management.'

'Many of our changes to curriculum and methodology are customer driven. Customers are looking for a comprehensive, flexible training solution with a single contact point.'

Colin said, 'We have 16 instructors throughout SPR, each carefully chosen for his or her abilities and background. Each has extensive hands-on experience and an ability to get along with and understand people.'

'The group has a very good reputation and I think that reflects back on the expertise of our instructors and course designers.'

SMP – SYDNEY'S MAJESTIC PANORAMA



A ROOM WITH a view: One of the classrooms overlooking the Harbour Bridge and the Sydney Opera House at the new SMP Customer Training Centre.

The Customer Training Group of Educational Services has moved from the fifth floor of SNO to the 10th floor at SMP.

We all know that SNO is the Chatswood Tower, but where in the world is SMP?

SMP officially stands for 'Sydney Milsons Point', but it could just as well be an acronym for 'Sydney's Majestic Panorama'. From the 10th floor classrooms, facing south over the top of Luna Park, the Harbour Bridge, the Sydney Opera House and downtown Sydney unfold in all their splendour.

Location

The reasons for the move were actually space and location, according to Chris Rolenson, Edu Services Marketing Specialist. 'The Chatswood office (SNO) was chock-a-block,' she said. 'There was insufficient space and no more room to expand to more classrooms, so a change was inevitable.'

'The new building is close to business class hotels, which is important for many customers from the outer regions of NSW. It's only a stone's throw from the Milsons Point railway station, and is much more convenient to the many people who attend customer training from all over Sydney,' Chris said.

Facilities

SMP has six new classrooms – two more

than at SNO – enough space for present and future courses. Two of the classrooms are joined by a divider which, when opened, provide a spacious seminar facility, relieving the need to hire expensive hotel function rooms for seminars.

An Individual Learning Centre, designed for students who want to work through a course at their own speed, is especially suited to refresher courses.

SMP has a conference room equipped with demonstration equipment, and a bookstore selling Digital Press publications, video-based and text-based courses, and even T-shirts.

Rounding out the facilities is a comfortable student lounge, with a balcony overlooking the Harbour Bridge where students can catch a breath of fresh air and an eyeful during breaks.

Nothing but the Best

'We want complete flexibility for our customers,' explained Cheryl Fergusson, Registrar. 'That means providing the very best of facilities and environment in which to use those options.'

Speaking of the 'best', the best view in the building went to John Davidson, Marketing & Business Development Manager. Looking out over the river toward the western suburbs, John said with a smile, 'I suppose it's OK if you like sunsets ...'



BLUE JEANS AND SWEATSHIRTS were the uniform of the week during the move. Here, from left to right, Removalists and Interior Decorators Lisa Byers, Arjen Arnold, Judy Moran and Graeme Marks (hiding) 'take ten'.



IF YOU'VE EVER moved, you realise how much you accumulate over the years. After the move had been completed a problem was found with the sprinkler system, and the place dishevelled again while contractors fixed it – two days before classes were due to begin!

FORTUNE 38

Digital has moved up from number 44 to number 38 on the *Fortune* magazine listing of the largest US industrial corporations. This ranking is based on total revenues of \$US9,389.4 million for fiscal year 1987. In profits, Digital was number 17, with \$US1,137.4 million. ●

INSTRUCTORS EXCELLENT



INSTRUCTORS EXCELLENT from left to right: Tom Schwarz (very tired), Lisa Byers, David Reid, Eve Kleiman and, last but not least, Peter Ives.

The weather was great in Queensland, the company even better and the weekend thoroughly enjoyable in June when the top Instructors in SPR were rewarded and recognised for their hard work and achievements during the past year.

The occasion was the presentation of the first annual SPR Instructor Excellence Awards. Regional Educational Services Manager John Baker instituted the awards last year to recognise and reward the hard work and hard-won achievements of the Instructors in his Group.

All SPR Instructors are eligible for the honours, which are awarded on the basis of performance and meritorious achievement.

The itinerary for the awards weekend was packed with activity, and read something like this:

On the morning of Saturday, June 11, the Instructors and their partners flew to Coolangatta and spent the afternoon at Dreamworld. That evening was the awards dinner, during which the Instructors Excellent received their just desserts for the efforts of the past year from boss John Baker.

The awardees all exceeded customer satisfaction goals, and some of their other achievements (we list some at the risk of omitting others) were:

David Reid, SNO-based Network Instructor, completely re-developed the DECnet Manager and Advanced System Manager courses to meet local needs, in addition to presenting nine different courses.

Peter Ives, Field Service Instructor based at STL, organised benchmarks for Sales as well as redesigning courses and planning the relocation to the St Leonards facility.

Tom Schwarz, Sales Training Instructor at SNO, taught 28 course weeks, many of them on new product 'roadshows', despite six weeks in hospital.

Eve Kleinman, MEO Customer Training - VIA Instructor, taught 32 course weeks in addition to re-developing and customising the VAX DATATRIEVE, VAX Rdb/VMS and VAX RALLY courses.

Lisa Byers also had an outstanding year, and her achievement is a story in itself. (See story on page 6.)



INSTRUCTOR Excellent Peter Ives tries to hold back his excitement at Dreamworld, as Peter's wife Lorraine looks like she's having a great time and Tom Schwarz has his eyes shut again.

Before the awards banquet, the Digits saw the show 'Galaxies' at Jupiter's Casino at the Conrad International Hotel, and after dinner there was dancing (until the wee hours for some).

Sunday was spent 'in queues' at World Expo 88. After a relaxing lunch at the luxurious Sanctuary Cove resort, the by now very tired Digits flew back on Monday evening to show up bright and early at the office on Tuesday. ●

CUSTOMER SATISFACTION IS EDU's GOAL

John Baker, Regional Educational Services Manager, sums up Digital's dedication to excellence in training: 'Customer satisfaction is our number one goal.'

'Digital has \$A4 million invested in training hardware in Australia, as well as a large human investment. The return isn't in profits, it's in customer satisfaction. Customers rate training and educational services so highly that these services can be the differentiator in winning systems business.'

Edu Services has five main operations:

- Employee Development, led by John Link; Employee Development Manager;
- Sales Training, led by Mark Kingaby, Sales Training Manager;
- Field Service Training, led by Peter Ives, Field Service Training Manager;

- Software Services Training, led by Jayne McIntosh, Edu Services Administrator; and
- Customer Training, led by Colin Lathwell, Business & Operations Manager, and John Davidson, Marketing & Business Development Manager.

'In 1986-1987 we taught about 1800 student weeks. In 1987-1988, the figure was about 3000,' John explained. 'With customer training growing at the rate of about 35 % a year in recent years, we've had to move to a new centre.'

Taking customer training to Milsons Point (SMP) has made more room for Digital's vital inhouse training, which continues to be done at SNO. ●

TALE OF THREE

AND I JOINED EDU FOR THE TRAVEL!

What's a city girl from Sydney doing in a uranium mine on the border of Arnhem Land with 350 rough-hewn miners?

'I asked myself that when I first arrived,' said Cynthia Bowen, SMP-based Educational Services Instructor. 'I joined Edu for the travel, but I never expected to wind up in the bush with the mossies and termites!'

Cynthia recently spent a week at the Ranger Uranium Mine, owned by mining company Peko Wallsend, near Jabiru, NT. What was she doing there? Instructing the mine's data processing staff of five how to operate their new MicroVAX computer.

About 250 km east of Darwin, the sleepy town of Jabiru sits on the edge of Arnhem Land in the Kakadu National Park. 'Jabiru is a town of 1500 people - 350 Ranger employees, and the rest Government people watching them to make sure they don't contaminate the countryside,' was one of Cynthia's impressions.



A CITY GIRL in the middle of nowhere, Cynthia Bowen: 'I even got to put insect repellent on my expense account!'

'Jabiru has everything you need. There is one petrol station, one grocery store, one TV station etc. There are two social clubs, which make up partially for the absence of other forms of entertainment.' According to the Ranger staff, Cynthia took the 32-degree heat, the male-dominated environment and the spartan facilities (relative to Sydney) in stride, and commended her for a week of outstanding training. (See 'That's What They Say,' this issue).

Cynthia says that, while the place is not the entertainment capital of the world, she would like to return to Jabiru again in a few months' time to train the system manager.

'It's a nice place to visit, but it's not for everybody,' said Cynthia. 'At least I got to put insect repellent on my expense account.' ●



THE PITS: The open-cut Ranger Uranium Mine, which is watered down constantly when mining is in progress.

FROM TEMP TO TRAINER:
ON THE CAREER PATH

'It all started back in '83 when I was on my European trip,' said Lisa Byers, who, like many Australians and New Zealanders, went 'walkabout' to Europe for a year.

'While in England I was short of money, so I went to a temping agency to get some secretarial work. They sent me out to Digital for a couple of weeks, but I ended up staying six months on a casual basis.

'When I came back to Australia, broke again, I rang up Digital and got a job right away. Because of the experience in England they thought of me as an ex employee,' she said.

Lisa started as a Secretary/Receptionist at Educational Services in SNO, graduated to the position of Assistant Registrar, and was Registrar within a year.

After a couple of years with Digital in Sydney, Lisa decided to set up her own temping agency. She bought a DECmate and a printer, left Digital, sent out resumes, and waited for the work to come in.

'It came in alright,' said Lisa, 'but it was all with Digital. I temped for nearly every department in the company. When other companies called, I had to say 'no' - I was too busy working for Digital.'

Lisa decided to make it permanent when former Educational Services Manager Ray Muffett offered her a secretarial position on the condition that she could have a go at the first Instructor job that became available.

It did, and the rest is history. With no formal presentation skills training, Lisa started teaching word processing courses, and the



INSTRUCTOR LISA BYERS: 'When other companies called, I had to say 'no' - I was too busy working for Digital.'

report cards (QA ratings) from her students attest to her skill:

- In the first three quarters of FY 1988, she taught 51 courses in 29 course weeks.
- Every one of her 350+ students rated her a 100% QA rating.
- In one course, every student gave her the maximum QA rating of 5.0 out of 5.
- Out of all instructors, she received the highest average student rating: 4.58.
- She has also successfully developed and presented the LN03 Laser course.

All of which led to her being selected as one of the recipients of this year's Instructor Excellence Awards.

What will she do for an encore? 'I want to go on to teach higher level courses,' said Lisa. 'I've given up trying to escape from Digital.' ●

INSTRUCTORS

... AND A MicroVAX CALLED DORIS

If you ever happen to be travelling in the backblocks of New Zealand and meet a Digit with a big smile and a MicroVAX called Doris, then chances are it's the peripatetic Lynn Baker, NZO-based Educational Services Instructor. The term 'Auckland-based' should be used very loosely, according to Lynn, because her job takes her to wherever the customers are. And, she says, when it comes to training in places like Whakamaru or Kawerau, she always seems to draw the lucky marble.

Lynn is part of the four-person NZ Edu Services team which is managed from Sydney by Colin Lathwell (SPR Edu Services Business and Operations Manager). The team comprises Lynn, WEO-based full-time Instructor Sue Poole, Administrator/Instructor Mary Kiddie and Sales Specialist Karyl Kidd.

The Edu team has grown over the past two years. WEO now has its own Training Centre, and the curriculum has expanded to 35 courses, double the number of two years ago. There has been particularly strong demand for onsite training.

As a VMS instructor, Lynn conducts quite a bit of onsite training. She teaches a variety of courses – from an introductory course for customers who may have never seen a VAX before – to advanced training for systems managers.

Ins and Outs of VMS

'Teaching system managers how to get the best out of their systems is probably the most demanding but rewarding part of my job,' Lynn says. 'You really have to have a good knowledge of the ins and outs of VMS, and there's always the chance you'll get that question you can't answer.'

The teaching load is quite different from traditional teaching. 'We teach eight hours a day for five days. That's very demanding for both instructor and student. The groups are quite small – 12 or less – but there is still a wide range of comprehension. Some people pick it up very quickly, others struggle. Some already have a basis of knowledge, others are starting from scratch,' Lynn says.

'We deal with this by giving everyone a terminal on the MicroVAX and working in two-hour instruction modules. These are followed by laboratory sessions where people work at their own pace and I can move around, giving individual instruction.'

Lynn says she tries to balance the demanding workload of the five-day courses with a bit of humour. 'Little things help – sometimes I even hand out chocolate fish!'



LYNN BAKER, AUCKLAND-BASED Edu Services Instructor: 'Little things help – sometimes I even hand out chocolate fish!'

She says that VMS is a good product to teach, with very sound and detailed documentation. 'It's a well-established product, with proven teaching methods. That all helps when coping with a heavy workload and intense customer contact.'

Ex Software Specialist

Lynn has been an Instructor for the past year. Before that she spent three years with NZO SWS as a Software Specialist.

She made the transfer from SWS because she needed a change, and before coming to Digital had enjoyed a job with a high level of customer contact.

Lynn was brought up in Auckland. On leaving school she did a one-year full-time computer programming course at Auckland Polytechnic. Aldridge Punter, a local software house and Digital OEM, then took her on as a trainee programmer. Lynn soon progressed to programmer/analyst and then into customer support.

Her experience at Aldridge Punter, writing software including analytical specs for PDP systems, led to a job offer from NZO SWS Manager John Quirk.

Lynn is single, owns her own apartment, and is active in a number of community groups. She was, until recently, a Girl Guide Leader, and is a keen participant in her local Rotaract club, where she polishes her public speaking skills, and is a graduate of the Rotary Youth Leadership Award scheme. ●

LYNN OFF-DUTY



What does Lynn Baker do with her spare time when she's not in Whakamaru or Kawerau instructing courses for Digital?

Well, according to Rotary International, she does far more than her share in service to the community. Lynn was recently awarded Rotary's highest honour – the Paul Harris Fellowship.

This award is given to Rotarians who have given years of service to the community and Rotary. The award is not given lightly. The district wishing to give this award not only has to apply to Rotary International for approval, but also has to pay a certain amount to them for the right to give this fellowship.

Lynn has been involved in organising such activities as the 'Miles for Smiles' walk to provide money to help children with cancer. She also is very involved with the organisation of many projects as a member of Rotaract.

Another of Lynn's interests is an international movement called Children's International Summer Villages – a group which began in the United States after World War II and which aims to promote peace and understanding through bringing together children from different cultures. The movement holds annual four-week camps to which 10 or 12 countries are invited to send children. In 1986 Lynn was the leader of a group of four New Zealand 11-year-olds who attended a camp in Japan.

Says Lynn, 'We had a good time, but I've since decided to postpone having a family indefinitely – or maybe I could give them away when they reach the age of 11 ...'

Congratulations for the award, Lynn, and thanks from all of us for whom you set a good example. ●

SWS POISED FOR ANOTHER BIG YEAR

At the SWS Conference held July 13-14 at Sydney's Hilton Hotel, 370 attendees from not just SWS but various functions met to review objectives, goals and strategies for FY89, and consume a healthy dose of management and technical training.

The theme of the Conference – the first of its kind in five years – was 'SWS, the Solution Architects.'

Speaking about the success of SWS in FY88, Regional Software Manager Rustom Kanga said at the Conference: 'Chief among our achievements in FY88 was that we broke the 'seven barrier' in our customer satisfaction survey.' Rustom then paid special tribute to the SWS and Sales Support teams who attained ratings of eight or better out of ten.

Other SWS highlights in FY88, Rustom said, included a drop in Days Sales Outstanding (DSO), or the time it takes customers to pay their bills, from 70 to 28 days, and a whole-sale decline in the number of customer disputes.

Although he would be the first to attribute credit for these achievements to his 350-strong SWS team, Rustom himself has been the driving force behind the function since taking over from John de Bruijn in August 1987.

Looking Ahead

With a host of successes under his belt and an organisation geared up to tackle the challenges of FY89, Rustom was proud – and understandably so – of SWS's past efforts and confident of it meeting its goals for FY89.

Those goals include a customer satisfaction rating of 8.5 across the Region (and with no SWS Unit scoring below eight); zero disputes at the end of each quarter; and the implementation in Sales Support of satisfaction programs. Major SWS programs for FY89 include:

- the consolidation of our Facilities Management offering
- further development of the 'solutions management' concept
- implementation of an assets program (a centralised library of re-useable software)
- development of new applications streams.

One Vision, One Mission, One Strategy

Subsidiary Manager Frank Wroe addressed the Conference, describing where SWS fits into the 'big picture' – SPRMC's vision of the company Digital will be in 1992 – while Australian Sales Manager Tony Baynes thanked SWS for their help in making the year's Sales effort a success.

Other presentations, such as those by SWS Marketing Manager Gordon Makryllos and Corporate guest, former SWS Manager for SPR Alf Fraser, gave attendees a great insight into SWS's strategies for the future, both here and throughout GIA.



THE NUMBER 350 looks like any other on paper, but at the Sydney Hilton it was apparent that the ranks of SWS have swelled considerably over the past several years.

A presentation that was particularly well received was delivered by Harold Graycar, an Investment Manager with a leading venture capital company and former executive director of the Innovation Centre of NSW. Mr Graycar expanded on the Conference's 'inventor' theme, saying that the best idea in the world was of little value without the team needed to make it a reality.

The list of Conference speakers also included CSS Product Marketing Manager Fred King, Regional Edu Services Manager John Baker, Sales Support Manager Axel Dougan, and Professional Services Business Manager Phyl Blennerhassett.

Intensive training was also held in breakout sessions, ranging from District get-togethers to sessions covering Project Services, Prime Contracting, Industry Strategy, Artificial Intelligence, Enterprise-wide Electronic Publishing, Facilities Management, Experience in Digital Projects Methodology and Managing Customers' Expectations.

An SWS 'Hypothetical' – a 'what if?' scenario posed to a panel of Digits – was a rousing success.

Recognising the Efforts of Individuals

A highlight of the Conference was the applause given to individuals who contributed to SWS's success in FY88. Chief among these were those SWS Unit Manager who achieved customer satisfaction marks greater than eight:

- Stan Reilly (ND Consulting)
- Martin Grant (BBO)
- John Quirk (NZO)
- Mark Flaherty (TZO)

and the person with the highest Sales satisfaction rating, NSWCD Sales Support's Terry Quanborough.

'We are all salespeople,' Rustom told Conference attendees, 'committed to being the best project managers in the business.'

'Chief among our achievements in FY88 was that we broke the 'seven barrier' in our customer satisfaction survey.' – Rustom Kanga

It was apparent at the Conference that there is a great deal of unity in SWS, as well as quality leadership. Attendees left with a clear idea of the function's goals and role in Digital. Indeed, the company's 'Solutions Architects' put on a valuable event and congratulations are due to everyone involved – most notably Gordon Makryllos, Axel Dougan, Jan Chin, Michael Selby and Joanne Gilchrist. ●

APPOINTMENTS



GRAEME SHORTER, Regional Manager for Computer Special Systems (CSS)

Graeme Shorter has been appointed as Regional Manager for Computer Special Systems (CSS).

Graeme, a 15-year Digital employee, has had successful assignments in Field Service as a District Manager, as Group Manager Peripherals and Supplies, as Regional Product Marketing Manager and, most recently, as Regional Industry Marketing Manager.

★ ★ ★

Alec Coleman has been appointed as the Solutions Manager for SPR, responsible for providing total solutions to meet customer needs.

Prior to joining Digital, Alec was a senior consultant with Price Waterhouse Urwick for information systems.

★ ★ ★

Stephen Hairs has been appointed as Sales Support's Regional Project Manager.

Stephen will oversee Digital's Solution Management Program and the implementation of Digital's Project Methodology (DPM) within SPR.

★ ★ ★

Barrie Ellis has been promoted to the position of Sales Unit Manager, CAO.

Barrie has been with Digital for three years and has made a significant contribution to Digital's focus on the Federal Government business. Initially he was part of the team that implemented the Australian Parliament business. Subsequently, he has driven a number of Sales bids culminating in winning the Department of Community Services and Health earlier this year.

Prior to joining Digital, Barrie held a number of senior Federal Government positions over a period of 18 years with the Australian Public Service.

Welcome Aboard

Loretta George	Credit Officer	NZO
Susan Campbell	Secretary	TZO
Anne Beverley	Contract Administrator	STL
Shirley Minassian	Customer Response Dispatcher	STL
Dodwell Arnolda	Clerk	MEO
Margaret O'Regan	Customer Response Dispatcher	STL
Marianna Matic	Data Entry Person	SNL
David Humphreys	Project Specialist	SNM
Brian Matulin	Analyst/Programmer	SNO
Tony Philibossian	Mail Clerk	SNO
Trevor Nash	SWS Specialist	STL
Mina Atayde	Accounts Payable Clerk	SNO
Reg Lustenhouwer	RDC Engineer	STL
Marcellus Lim	Contract Administrator	STL
Kevin Horgan	Computer Operator	SNO
Rosemary Tobin	Customer Response Dispatcher	STL
Jane McIntosh	Customer Response Dispatcher	STL
Phil Bryant	SWS Specialist	MEO
Jules Campbell	FS Engineer	SNS
Geoff Zuber	National Account Manager	CAO
Louise Compton	Contract Administrator	STL
David Wrigley	Contract Administrator	STL
Jeff Shaw	Computer Operator	SNO
Geoff Ardito	Clerk	SNO
David Gandar	Sales Representative	NZO
Christopher O'Reilly	SWS Specialist	MEO
Jack Boers	SWS Specialist	STL
Janet Burke	Secretary	SNO
Elizabeth James	Customer Response Dispatcher	STL
Shaun Moran	FS Engineer	BBO
Peter Bassett	FS Engineer	ADO
Lynette Herringe	SWS Specialist	STL
Dwane Brown	FS Engineer	NZO
Glen McGeachen	FS Engineer	CCO
Debra Howden	Secretary	SND
Joanne Parkes	Clerk	SNL
Martin Ryan	Financial Analyst	SNO
Nicola Mapley	Engineer	SNA
Robert Macrae	Analyst/Programmer	SNO
Mickey Benefiel	Account Development Representative	SND
John Blackley	Sales Representative	CAO
Gary Boler	Sales Representative	MEO
Michael Ho	Computer Operator	SNH

Mark Kingaby has been promoted to the position of Regional Sales Training Manager.

Mark was previously a Senior Sales Rep in the Finance and Banking Unit. Mark has an extensive background in banking and the computer industry, including past experience as a trainer in business and computer systems. He won DEC 100 in FY87 and just concluded another good year in Sales.

★ ★ ★

Steve Doszpot has been appointed to the position of Canberra (CAO) Branch Sales Manager.

Steve has been a successful sales manager of Wang, Canberra, and brings with him a thorough knowledge of the Federal Government business scenario, plus many years of successful sales management.

★ ★ ★

TENDER LOVING CARE

This is a note of thanks for the attentions of two of your engineers.

Rodger Davies was called upon to mend an urgently required piece of equipment one Sunday. By pure chance, this piece of equipment was not covered by a 24 hour, 7 day per week contract, and of course we had not anticipated this event and so had neglected to arrange coverage for that particular day.

However, with the enthusiasm of one who has the utmost confidence in the responsiveness of Digital Field Service, I rang. Lo-and-behold, within the hour Rodger had arrived and we were functioning again. I would like to add the applause of one senior accountant and a stressed word processor who would have been sorely disadvantaged had there been no DEC support. Thank you Rodger Davies.

Jim Saddler has also been our saviour on numerous occasions, in the past and more recently with the short notice upgrade of the 3600 with a communications device. We very much appreciate the attention that Jim gives us and caution Digital Field Service that, should any thought be given to making Jim less available, forget it, or we'll be down there in person. Thank you Jim Saddler for your tender loving care.

It would also be fitting to congratulate the Field Service management team, Dave Green and Peter Rosewarne, for the general demeanour, helpfulness and responsiveness of your division. Thank you, and keep up the high standards.

Warrick Proctor
Systems Manager
Fay, Richwhite
Merchant Bankers

Team Effort

Many thanks to Vicki Waddi of the Systems Logistics Group and Gai Wagstaff and Sharon Forster from CAS for the superb effort with our VAXmate order.

We do appreciate the heavy workload you all have and when you achieve the impossible we like to say 'well done'. Customer satisfaction by GT was obtained and hopefully many more orders for Digital's products will be the result.

Once again, we at GT really do appreciate your efforts. Many thanks to all.

Pamela Caldwell
GT Group Pty Ltd
Authorised Digital Distributor



Well Trained

I thought I would drop in a few lines to record my sincere appreciation for all your assistance in facilitating my training programme as arranged through our consultants Coopers & Lybrand WD Scott of North Sydney. The introduction to VMS and EDT (VMS Editor), and also the VMS Utilities & Commands Course were of tremendous assistance to me in my new role in the MIS field as I am basically an Accountant by profession.

J Tuinamuna
Manager Information Systems
Native Land Trust Board

Firing off a Letter

Over recent months the Fire Service has had difficulty in printing remotely over the PACNET Telecom system. The problem was eventually traced to a wrongly configured PAD.

It was suspected that the SYMBIONT program supplied by your organisation was defective but it was later found that it had functioned correctly. However, this became clear only after exhaustive testing.

My purpose in writing is to thank your organisation for the help provided in the attempt to find a solution. In particular I would ask you to thank Mr Thomas King for his efforts on our behalf both in normal hours and in extended hours. The Fire Service wishes to assure Mr King that his co-operation and assistance is very much appreciated.

J W Noice
Controller of Finance
New Zealand Fire Service

Present and Accounted For

This letter is to thank you (Alan Taylor) for your attendance at our recent weekend NIS training conference in the Jamberoo Valley. Your contribution in presenting one of the sessions emphasising our networking strategy was a valuable one and was appreciated by all the attendees.

I am grateful that you were able to give up your time and attend the conference for the weekend and from the comments I have received you may be sure that your session was received with great interest by all attendees.

D G Coates
Director Information Services
Coopers & Lybrand

Although this column usually carries letters of appreciation from customers, we get many 'pats on the back' from within our own organisation. Here are just a few:

Devotion Beyond the Call of Duty

A 'thank you' to Bruce Kay for the effort that he put into preparing the TEMPEST MicroVAX II the night before the launch.

Working until 4:30 AM to meet a deadline, particularly at such short notice, showed great dedication. It is this type of performance, beyond what was expected, that keeps Digital alive and well. You contributed significantly to what, I believe, was a very successful launch.

Matthew Bowcock
Program Manager
CSS Secure Systems

Marg Knows Her ABCs

Marg Williams has spent a significant amount of her time supporting the ABC over the last 18 months. It is therefore my pleasure to highlight the quality support she has been providing me and the ABC, and commend her for that.

Her skills, particularly project management, system design/review and implementation, her ability to deal with end users and interface with senior customer management, and sales responsiveness, added to a good level of VAX technical knowledge, can only be described as excellent.

She has certainly contributed significantly in my endeavours to keep up Digital's image during the difficult time that the ABC's MIS department went through in the last two years, and also achieved a very high level of customer satisfaction. I am soon expecting another large consulting services order from the ABC, which will be primarily for her services...

We could do with a few more Marg Williams's in Digital.

Well done, Marg, keep it up!!

Anugrah Asar
Account Manager
Medical & Government Sales

Cynthia Shines and Ranger Glows

I hope Cynthia Bowen has arrived back in one piece. I wouldn't like to be held responsible for an untowards happening to such a valuable asset!

Ranger Uranium Mines were delighted and impressed with Cynthia. She handled the mostly male dominated environment very well, and demonstrated a strength of knowledge in her subject. Her confidence in the class situation, which was evident from the start, immediately had the Ranger boys on side. It's nice to get compliments from clients, and that's all I've had from Ranger - well done Cynthia! She is welcome back any time!

Alistair Long
Branch Manager
Darwin (DAO)



Congratulations to Sheila Kiddle, Branch Logistics Assistant at Hobart (TZO), who received the Tasmanian Employee of the Year Award.

Sheila's dedication and enthusiasm for supporting the Field Service operation with support for the whole branch has resulted in high morale amongst all the staff.

Well done Sheila and well deserved!

★ ★ ★

At the drop of a hat, several people fronted up with much appreciated assistance when Ken Olsen's August visit to SPR was announced.

CAO Secretary Rita Ellwood, MEO Sales Secretary Barbara Radcliffe, and SNL CAS Secretary Annabelle Booth among them. Hats off to three great helpers!

★ ★ ★

The Systems Business Group were saddened to hear of the loss of Jega Rajan's mother, who passed away on June 12 following a long illness.

★ ★ ★

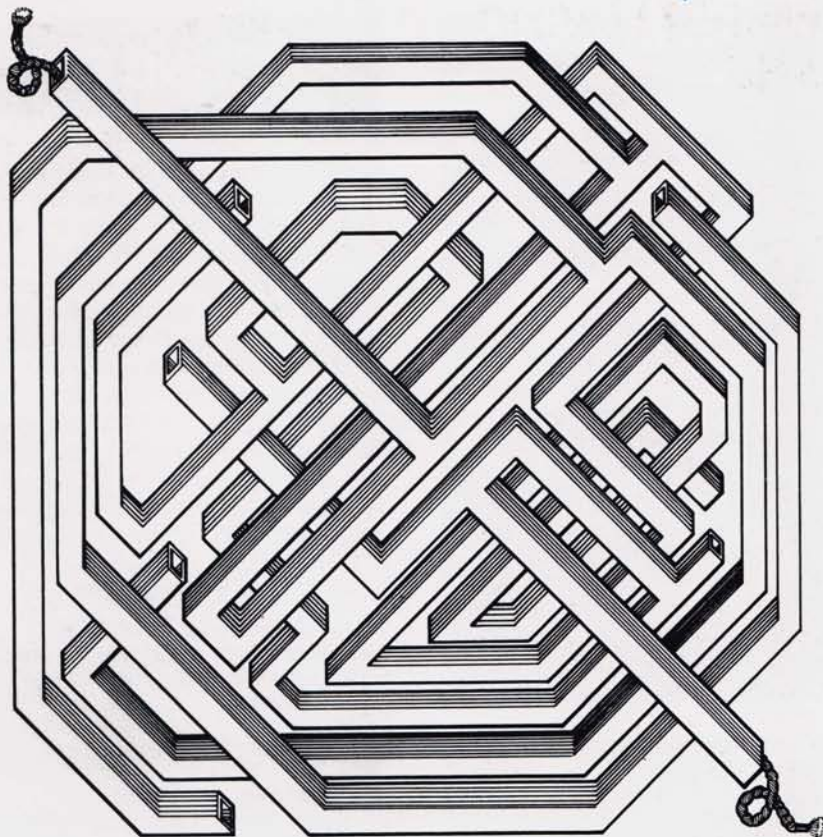
Bernie White, Wellington (WEO) Sales FSDP extraordinaire, on Thursday 7 July became the proud father of twins - Elizabeth Grace and Thomas Michael.

Both Julie (his wife) and the twins are happy and healthy as is 3-year old Sophie who now has two playmates. Not bad going eh - a family of three now becomes a family of five in one swoop!

Bernie was last seen floating around Wellington Sales on cloud nine with a permanent smile on his face (and knowing Bernie he will probably be like that for some time to come yet!)

★ ★ ★

FS's St Leonards facility (STL) is one of the first buildings in SPR to be spruced up with new signs that are based on the implementation of the new Company Identity standards (see *Digitalk*, July 88). As a conversation recently overheard in an SNO team room went, 'After 23 years, the signs have to be changed in a month!'



TUG-O-WAR

Last month we said that the contests in *Digitalk* would be getting harder. Judging from the 256 correct entries in the June contest, a little more challenge is in order!

Speaking of the June contest, lucky Maria De Reus, Sales Secretary in Perth (WPO) found all 10 differences in the *Digitalk* editor's office and was the first one drawn, entitling her to a great night out on *Digitalk*.

Now for something completely different. Try this 3-D maze: Follow the rope from the lower right corner to the upper left. You can't let go of the rope, as it is pulled tightly inside the tube which travels over and under itself. Looks easy enough.

All correct entries will be in the running for a night out to the tune of \$A100, courtesy of *Digitalk*.

Please print your details and return your completed entry to *Digitalk* at SNO 6/1 by Monday, 12 September 1988. Good luck!

NAME _____

POSITION _____

MAILSTOP _____

Message to all from Adelaide Cann, (former) Sales Training Registrar (SNO), who recently left our number with a baby on the way:

'I would like to take this opportunity to say thank you for the co-operation and support you have offered during the last four years - how quickly it has flown!'

★ ★ ★

Peter Quodling (Technical Product Support Specialist, SNO) is supporting more than products. Peter is the proud father of a baby boy - Andrew Peter, born 4:39pm, Friday, 17 June; weighing in at 8 lb 3 oz.

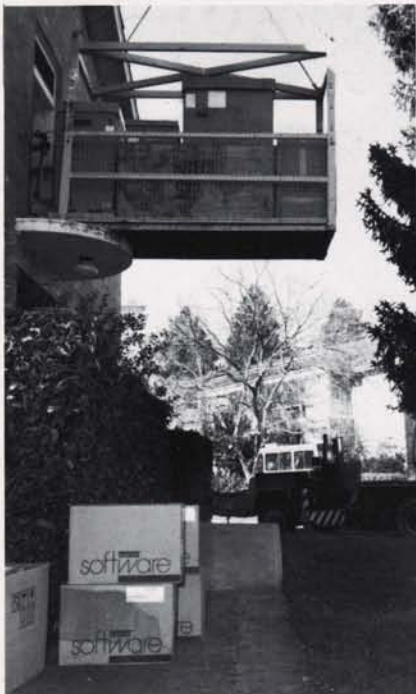
★ ★ ★

Rumour has it that Marilyn Smith's new baby, Alexander, is as laid-back as she is. If it's true, Employee Development Consultant Marilyn and her husband Jeremy are luckier than most.

Weighing 7 lb 8 oz, Alexander came into the world on 29 June.

★ ★ ★

Congratulations to newlyweds ADO Secretary Marie Bowden and her new husband David Lloyd! ●



A LIFTING EXPERIENCE

It was an exciting day at the Australian Institute of Health in Canberra on June 23, when a crane was used to lift the first VAX 6210 computer installed in SPR through a side balcony at the Institute. This was necessary as the building does not have a lift and the building's stairs are so narrow that it was not possible to manoeuvre even a VAX 6210 computer, which is less than a metre square.

Account Manager Tim Ward and Regional Marketing Manager (VAX Systems) Russ Whitley were on hand in Canberra to supervise as the crane swung the computer through the balcony, after which installation was completed in a short time.

The Institute, initially set up in 1984

IT'S A CLIFFHANGER as the first VAX 6210 computer to be installed SPR is lifted by crane through a first floor balcony at the Australian Institute of Health.

as a small bureau within the Commonwealth Department of Health, became a statutory authority in 1987. The Institute was established by the Federal Government to collect statistics and undertake the research on health and related services needed to improve the health of Australians.

The Institute has been using Digital's computer systems since the beginning of its operations. Starting with a VAX-11/780 computer with 10 terminals inherited from an earlier health survey, the Institute soon found it needed more terminals and processing power.

The Institute's DP Manager, Mr Greg Smith, had high praise for the CAO service. 'When we first started our computer operations we found the support from Digital's local Canberra office excellent. As our computing needs grew, we naturally looked favourably towards Digital's systems,' he said. ●

INSIDE

CUSTOMER TRAINING FEATURE

DIGITAL WINS BECAUSE OF ITS PEOPLE

Second-lowest bid wins maintenance contract at Berger and British Paints

SMP - SYDNEY'S MAJESTIC PANORAMA

Customer Training moves to 'a classroom with a view'.

INSTRUCTORS EXCELLENT

The first annual Instructor Excellence Awards

TALE OF THREE INSTRUCTORS

How - and why - does one become an Instructor?

SWS POISED FOR A BIG YEAR

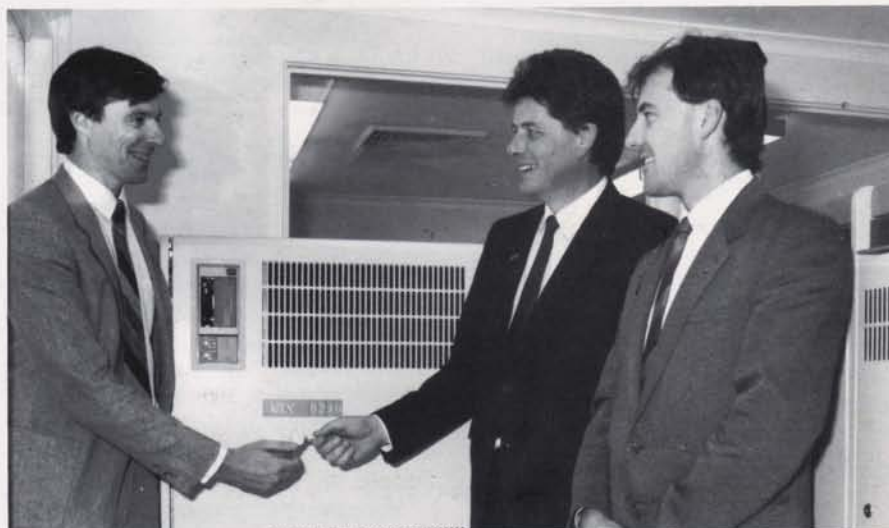
Report on the SWS Conference

PEOPLE MOVEMENTS

Appointments, new hires

THAT'S WHAT THEY SAY

Letters from customers and Digits



BACK ON SOLID GROUND Greg Smith, Data Processing Manager of the Australian Institute of Health (left), accepts the keys for the VAX 6210 computer from Russ Whitley (centre), Regional Marketing Manager (VAX Systems) and Account Manager Tim Ward (right).

DIGITALK

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MAX BURNET
CORPORATE RELATIONS MANAGER
SNO G